Enterpriser *(Journal of Sustainability and Entrepreneurship)*

The Influence of Instagram on Purchase Intention of Fashion Products among UBL Postgraduate Students in the 2024/2025 Academic Year (A Case Study of MM 76 Students)

✉ **M Dafa Risqian[1]***
Tina Miniawati Barusman[2]**
Fakultas Ekonomi dan Bisnis, Pascasarjana Universitas Bandar Lampung
Jl. Zainal Abidin Pagar Alam no. 26, Labuhan Ratu, Kedaton, 35142, Bandar Lampung, Indonesia
Email:
tina@ubl.ac.id
dafam7059@gmail.com

Abstract

Influencers are often viewed as individuals who possess relevant knowledge and experience in the fashion products they endorse. Nevertheless, respondents may still question whether these creators can demonstrate the products effectively and whether their claimed expertise reflects actual product-use experience. Such perceptions may shape consumers' willingness to consider a purchase. This study examines the relationship between selected Instagram influencer attributes and the intention to purchase fashion products among postgraduate students in the MM 76 cohort at the University of Bandar Lampung during the 2024/2025 academic year. A descriptive quantitative approach was employed, focusing on postgraduate students who actively use Instagram. The findings show that trustworthiness has a positive but statistically insignificant relationship with purchase intention. Familiarity, in contrast, has a positive and statistically significant relationship, while the effects of expertise and likability are positive but insignificant and similarity has a negative, insignificant relationship.

The purpose of this study is to examine the influence of Instagram influencers on purchase intention of fashion products. The research method used is a descriptive quantitative approach involving postgraduate students of MM 76 at the University of Bandar Lampung who are active on Instagram.

The hypothesis results indicate that the effect of trustworthiness on purchase intention shows a positive influence; however, the result is not significant, meaning that the level of consumer trust is not strong enough to significantly affect purchasing decisions.

Keywords : Trustworthiness; Expertise; Similarity; Familiarity; Likability; Purchase Intention.

M Dafa Risqian

INTRODUCTION

Instagram provides a range of functions through which users encounter and exchange visual content. Its feed presents posts from followed accounts, while Stories enables users to share temporary updates. Short-form video is available through Reels, and commercial functions allow businesses to present products and facilitate transactions within the platform. Together, these features create an environment in which social interaction and product-related communication take place alongside entertainment and self-expression.

The platform has also become a channel for brand–creator partnerships. Businesses work with influencers to introduce products, communicate brand messages, and reach audiences that follow those creators. Instagram's emphasis on images and video makes it particularly suitable for fashion communication, where appearance, styling, and demonstrations can be presented visually.

Social media influencers are content creators who develop an audience and maintain an ongoing presence on platforms such as Instagram, YouTube, and TikTok. Their influence is not based solely on audience size; it also arises from the interaction they maintain with followers and the subject areas around which they build their content. Through repeated communication, influencers may shape how followers interpret products, brands, and consumption-related information.

Influencer content commonly includes personal experiences, product recommendations, practical guidance, and lifestyle-related material. Followers may regard these messages as useful because they are delivered within an ongoing social-media relationship rather than as a one-way advertising message. However, the persuasive value of a recommendation can depend on how the audience evaluates the person delivering it.

Purchase intention is relevant to marketing because it reflects a consumer's readiness or likelihood to consider buying a product. Kotler and Armstrong (2018) emphasize the importance of understanding consumer needs, preferences, and market segments when developing and offering products. This perspective indicates why marketers need to understand the factors that shape consumers' responses to fashion products and the promotional messages surrounding them. In a broader managerial context, pricing decisions also shape product competitiveness and the conditions under which consumers evaluate offers (barusman et al., 2020a).

To connect these concepts with the research setting, the study began with a preliminary survey of ten selected respondents who were active Instagram users. The questionnaire focused on indicators related to perceived influencer trustworthiness. The preliminary exercise was intended to provide an initial picture of respondents' perceptions and to inform the investigation of influencer characteristics associated with fashion-product purchase intention among UBL MM 76 postgraduate students. At the organizational level, corporate disclosure and transparency form part of the wider business environment in which brands operate (barusman et al., 2020b); this study, however, does not measure those corporate-level factors.

LITERATURE REVIEW

Social media influencers can be understood as opinion leaders who participate actively in online discussions and share information related to areas in which they have an interest or knowledge. Their content may include product experiences, reviews, and recommendations that communicate a particular lifestyle or set of preferences. Loeper et al. (2014) discuss the role of influential opinion leaders, providing a basis for considering how individuals can affect the information and opinions circulating within a group. (De Veirman et al., 2017; Casaló et al., 2020; Lou & Yuan, 2019)

The Source Credibility Model explains how audiences assess the reliability and persuasive capacity of a communicator. Applied to influencer marketing, the framework directs attention to whether followers regard an influencer as trustworthy and knowledgeable. These perceptions can affect how audiences evaluate product-related claims and decide whether the information is credible enough to inform their views. (Ohanian, 1990; Djafarova & Rushworth, 2017; Wiedmann & von Mettenheim, 2021)

Erdogan (1999) describes internalization as a process through which a recipient may incorporate information or attitudes communicated by a source regarded as credible. In influencer communication, this suggests that a message may carry greater persuasive weight when followers consider its source reliable. The model therefore provides a theoretical explanation for examining source credibility in relation to consumer responses.

The Source Attractiveness Model focuses on the characteristics of a communicator that make the source appealing to an audience. In social-media settings, these characteristics may influence whether followers pay attention to an influencer, feel a connection with the creator, and respond positively to promotional content. In this study, the related dimensions include similarity, familiarity, and likability. (Schouten et al., 2020; Sokolova & Kefi, 2020)

The effectiveness of testimonials may depend on several source-related qualities, including credibility, attractiveness, expertise, and trust. Seiler et al. (2017) discuss these dimensions in relation to testimonial communication and their potential connection with attitudes toward advertisements, brands, and purchase intention. This supports the need to consider more than one influencer attribute when evaluating promotional effectiveness.

Source credibility concerns the extent to which a communicator is regarded as a dependable provider of information. Source attractiveness, by comparison, concerns the audience's perception of qualities such as familiarity, likability, similarity, and appeal. Trustworthiness relates to the confidence that the communicator is sincere and conveys information that they consider valid. Pornpitakpan (2004) reviews evidence on source credibility and explains why these perceptions are relevant to persuasion. (Ohanian, 1990; Lou & Yuan, 2019)

The review by Pornpitakpan (2004) also reports a positive relationship between source-related characteristics, including trustworthiness and attractiveness, and purchase intention in the studies considered. This provides a theoretical rationale for testing whether comparable relationships are present among the respondents in the current research. (Djafarova & Rushworth, 2017; Sokolova & Kefi, 2020; Trivedi & Sama, 2020)

Trustworthiness describes the extent to which an audience considers a source honest, dependable, and credible. In the discussion cited by Gusniar (2022), trustworthiness is associated with integrity and honesty in communication. For influencer marketing, this construct concerns whether

followers believe that product information and recommendations are presented sincerely. Perceived trust may therefore influence the extent to which consumers are willing to rely on an influencer's statements when considering a product.

Expertise refers to the knowledge and capability that an audience attributes to a communicator in a particular field. It may be reflected in the creator's product knowledge, practical experience, and ability to explain relevant product characteristics. In fashion promotion, followers may use these cues to judge whether an influencer is sufficiently informed to discuss the products being endorsed. Chin et al. (2020) examine endorser and brand credibility in relation to consumers' purchase intention, supporting the relevance of credibility-related assessments in marketing communication. (Ohanian, 1990; Wiedmann & von Mettenheim, 2021)

Similarity concerns the extent to which followers perceive an influencer as sharing characteristics or experiences with them. Perceived common ground may involve age, lifestyle, interests, or values. Such similarities can make a communicator seem socially relatable and may help establish a connection with the audience. Freeman and Chen (2021) discuss celebrity endorsement and provide context for considering how audience perceptions of an endorser may relate to persuasive outcomes. (Schouten et al., 2020; Casaló et al., 2020)

Familiarity refers to the degree to which consumers recognize or feel accustomed to a person, brand, or product. Repeated exposure and continuing interaction may make an influencer more recognizable to followers and may reduce the sense of distance between the creator and the audience. Supriyanto et al. (2023) include familiarity and related source characteristics in their examination of factors associated with purchase intention. In the present study, familiarity is treated as an influencer-related attribute rather than as a synonym for product attractiveness. (De Veirman et al., 2017; Ki et al., 2020)

Likability represents the extent to which an audience feels positively toward an influencer. Perceptions that a creator is pleasant, friendly, or approachable may affect how followers receive the creator's recommendations. Pulles and Hartman (2017) examine likeability in interpersonal interaction, offering a conceptual basis for considering this quality in communication between influencers and their audiences. (Ohanian, 1990; Wiedmann & von Mettenheim, 2021)

Purchase intention refers to a consumer's stated inclination or plan to buy a product or service in the future. It reflects a behavioural tendency that may arise from consumers' evaluations, beliefs, and attitudes, although intention does not necessarily guarantee an eventual transaction. Sohn and Kim (2020) examine factors associated with purchase intentions in social commerce, providing relevant context for understanding intention in digital purchasing environments. (Ajzen, 1991; Spears & Singh, 2004; Dodds et al., 1991; Hajli, 2015; Erkan & Evans, 2016)

RESEARCH METHODOLOGY

This research uses a quantitative approach because the variables are measured through numerical responses and analyzed statistically. Quantitative research enables the researcher to assess patterns in the collected data and evaluate hypotheses concerning relationships among variables. Sugiyono (2022) describes quantitative methods as approaches that use measurable data and statistical procedures to examine a defined population or sample. Consistent with this approach, the present study analyzes questionnaire responses to evaluate the relationships between influencer characteristics and purchase intention.

The study used the entire population of 60 individuals as respondents; therefore, no separate sampling procedure was applied. Siregar (2022) is cited in relation to the use of the whole population when the number of research subjects is below 100. Data were collected through a questionnaire

containing 27 statements measured on a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

The collected data were analyzed using Structural Equation Modeling with the Partial Least Squares approach (SEM-PLS) in SmartPLS 4.0. This procedure was used to evaluate the measurement model and estimate the relationships between the independent constructs and purchase intention.

Data analysis in this study employed Structural Equation Modeling-Partial Least Squares (SEM-PLS) using SMARTPLS 4.0 software, which was used to examine the relationships between variables and measure the effect of independent variables on the dependent variable simultaneously..

RESULT AND DISCUSSION

Internal consistency was evaluated to determine whether the items associated with each construct produced sufficiently consistent measurements. The assessment considered Cronbach's alpha and composite reliability. The study applied the stated criteria of composite reliability above 0.70 and Cronbach's alpha above 0.60. The resulting values are reported in Table 4.1.

Table 4.1 Results of Composite Reliability Test

	Cronch's Alpha	*Composite Reliability*
Trustworthiness	0.917	0.943
Expertise	1.000	1.000
Similarity	0.914	0.934
Familiarity	0.889	0.931
Likability	0.852	0.899
Purchase Intention	0.923	0.942

Discriminant validity was examined using the Heterotrait–Monotrait ratio (HTMT), which indicates whether a construct is empirically distinguishable from the other constructs in the model. The study used a value below 0.90 as its acceptance criterion. The calculated HTMT values are displayed in Table 4.2.

Discriminant validity refers to the extent to which a construct is distinct from other constructs, or in other words, how unique a construct is compared to others. The measurement criterion used is by examining the Heterotrait-Monotrait Ratio (HTMT) value. A construct is considered acceptable if it has an HTMT value of less than 0.90. The HTMT values are presented in the following table :

The inner model represents the proposed relationships among the latent variables. Its explanatory capacity was assessed using the coefficient of determination (R^2), which indicates the proportion of variance in an endogenous construct accounted for by its predictor constructs. Chin (1998) provides commonly used reference points for interpreting R^2: approximately 0.75 is considered substantial, 0.50 moderate, and 0.25 weak. The R^2 result for purchase intention is presented in Table 4.3.

Tabel 4.2 Results of the HTMT Test

	E	F	L	PI	S	T
E						
F	0.499					

L	0.840	0.688				
PI	0.634	0.903	0.756			
S	0.305	0.472	0.410	0.374		
T	0.154	0.210	0.263	0.228	0.416	

Source: Processed Data, 2024

4.3.1 Structural Model (Inner Model)

The structural model (inner model) describes the pattern of causal relationships among the latent constructs under study, which is determined through the estimation of path coefficients and the statistical significance of these relationships. The evaluation of the predictive power of the structural model is carried out by examining the coefficient of determination (R^2) values of the endogenous constructs. The R^2 value reflects the proportion of variance in the endogenous construct that can be explained by the exogenous constructs in the model. According to Chin (1998), the interpretation of R^2 values is categorized into three levels: values ≥ 0.75 indicate substantial explanatory power, values around 0.50 indicate moderate predictive power, and values around 0.25 indicate weak predictive power. The estimated R^2 values of the endogenous constructs involved in this study are presented comprehensively in the following table.

The f-square (f^2) statistic was used to describe the relative contribution of each exogenous construct to the endogenous construct. It assesses how the model's explanatory power changes when a predictor is excluded. The reported f^2 values for trustworthiness, expertise, likability, similarity, and familiarity are provided in Table 4.4.

Tabel 4.3 R-Square Test Results

	R-Square
Purchase Intention	0.747

Source: Processed Data, 2024

F-Square is a measure used to assess the relative effect of exogenous variables on endogenous variables. The change in the R^2 value when a specific exogenous variable is removed from the model can be used to determine whether the excluded variable has a significant effect on the endogenous construct.

Tabel 4.4 F-Square Test Results

	Purhase Intention	
Trustworthiness	0.006	Efek lemah
Expertise	0.068	Efek lemah
Likability	0.018	Efek lemah
Similarity	0.005	Efek lemah
Familiarity	0.999	Efek kuat

Source: Processed Data, 2024

Overall model fit was considered using the Standardized Root Mean Square Residual (SRMR). This statistic summarizes the difference between the observed correlations and those implied by the model;

smaller values indicate a closer correspondence. The manuscript refers to 0.08 as a commonly used reference threshold. The SRMR values obtained for the saturated and estimated models are both 0.084, as shown in Table 4.5. Because this value is slightly above 0.08, the interpretation of model fit should be made cautiously and checked against the criteria required by the target journal.

Tabel 4.5 SRMR Test Results

	Saturated Model	Estimated Model
SRMR	0.084	0.084

Source: Processed Data, 2024

The manuscript also reports a Goodness of Fit (GoF) calculation based on the square root of the product of average AVE and average R-square. The calculation presented in the analysis is as follows:

GoF = √AVE x R^2

= √0.810 x 0.558

= 0.672

Using the inputs reported in the manuscript, the calculated GoF is 0.672. This value is presented here as the study's reported result. Before submission, the underlying average R-square should be checked against Table 4.3, because the R-square shown there is 0.747 whereas the calculation above uses 0.558. The inputs need to be reconciled using the original SmartPLS output; the reported value should not be interpreted as independently verified until that check is completed.

Hypothesis testing was conducted through bootstrapping in SmartPLS 4.0. The procedure estimates the sampling variability of the path coefficients and provides t-statistics and p-values for evaluating the proposed relationships. In this study, a path was treated as statistically significant when its t-statistic exceeded 1.671 and its p-value was below 0.05. The sign of the original-sample coefficient indicates the direction of the estimated relationship. The results are summarized in the path model and Table 4.6.

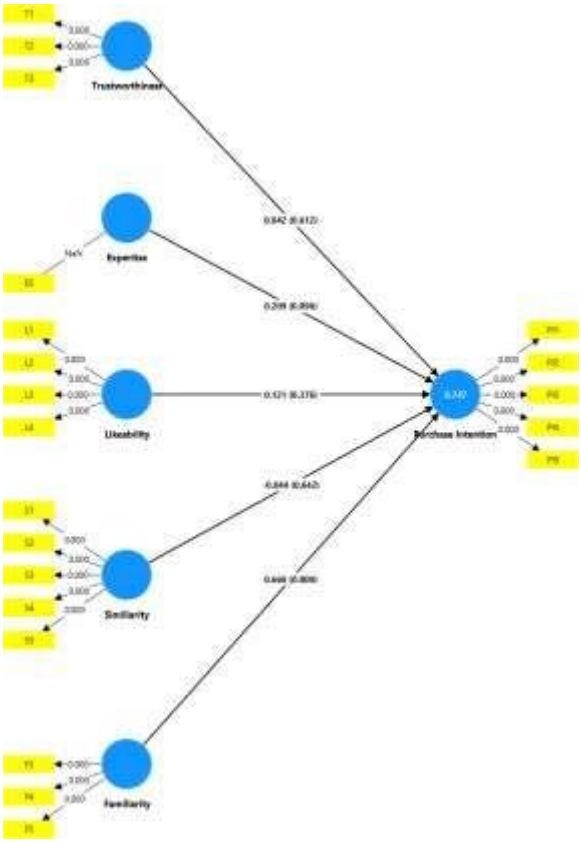


Figure 4.1 Bootstraping Model Scheme
Source: Output SmartPLS, 2024

The hypotheses were evaluated by considering both the magnitude and direction of each path coefficient and its statistical evidence. A relationship was treated as statistically significant when the p-value was below 0.05. Accordingly, coefficients with p-values above this threshold are interpreted as statistically insignificant, even when their estimated direction is positive or negative.

The analysis reported in this article evaluates the direct relationships between the five influencer-related constructs—trustworthiness, expertise, likability, similarity, and familiarity—and purchase intention. The bootstrapping output provides the path coefficient, t-statistic, and p-value for each proposed relationship. The findings are discussed individually below.

Tabel 4.6 Hypothesis Testing Results Using Bootstrapping Path Coefficient

	Original sample (O)	Sample mean(M)	Standar deviation (STDEV)	T statistic (|O/STDEV)	P values
Trustworthiness -> Purchase Intention	0.042	0.037	0.083	0.508	0.612
Expertise-> Purchase Intention	0.209	0.203	0.126	1.664	0.096
Likability -> Purchase Intention	0.121	0.116	0.137	0.885	0.376
Similiarity -> Purchase Intention	-0.044	-.0.033	0.094	0.465	0.642
Familiarity -> Purchase Intention	0.660	0.668	0.104	6.365	0.000

Source: Processed Data, 2024

Five hypotheses were assessed using the bootstrapping results. A relationship was considered statistically significant when the t-statistic exceeded the critical value of 1.671 and the p-value was below 0.05. The results do not show that every predictor is significant: the p-values for trustworthiness, expertise, likability, and similarity are above 0.05, whereas familiarity has a p-value below 0.05. The direct-effect results are presented in Table 4.7.

Tabel 4.7 Results of Direct Effect Testing

	Hipotesis	Besar Pengaruh	T statistic (|O/STDEV)	t-tabel	P values	Keterangan
Trustworthiness -> Purchase Intention	H1	0.042	0.508	1.671	0.612	Positif dan tidak signifikan
Expertise-> Purchase Intention	H2	0.209	1.664	1.671	0.096	Positif dan tidak signifikan
Likability -> Purchase Intention	H3	0.121	0.885	1.671	0.376	Positif dan tidak signifikan
Similiarity -> Purchase Intention	H4	-0.044	0.465	1.671	0.642	Negatif dan tidak signifikan
Familiarity -> Purchase Intention	H5	0.660	6.365	1.671	0.000	Positif dan signifikan

Source : Processed Data, 2024

The path from trustworthiness to purchase intention has a coefficient of 0.042, a t-statistic of 0.508, and a p-value of 0.612. Although the coefficient is positive, the t-statistic does not reach the stated critical value and the p-value is greater than 0.05. The results therefore do not provide sufficient statistical evidence for a significant relationship. H1 is not supported.

Expertise has a positive estimated coefficient of 0.209 in relation to purchase intention. However, its t-statistic is 1.664, slightly below the critical value of 1.671, and its p-value is 0.096. Since the result does not meet the study's significance criteria, the positive estimate should not be interpreted as a statistically significant effect. H2 is therefore not supported.

The estimated coefficient for likability is 0.121, indicating a positive direction. The corresponding t-statistic is 0.885 and the p-value is 0.376. Both results indicate that the relationship does not meet the statistical significance criteria adopted in this study. Thus, the evidence is insufficient to support H3. Similarity has an estimated coefficient of –0.044, indicating a negative direction of association with purchase intention. Its t-statistic is 0.465 and its p-value is 0.642, so the relationship is not statistically significant. The negative coefficient should consequently be interpreted as the direction of the estimate in this sample, rather than evidence of a confirmed negative effect. H4 is not supported.

Familiarity has a positive coefficient of 0.660, with a t-statistic of 6.365 and a p-value reported as 0.000 (which should be presented as $p < 0.001$). The t-statistic exceeds the critical value and the p-value is below 0.05. These results indicate a positive and statistically significant relationship between familiarity and purchase intention in the sample. H5 is supported.

5. Conclusion and Suggestions Conclusion

The results indicate that the five influencer-related attributes do not have the same relationship with fashion-product purchase intention among the respondents. Trustworthiness, expertise, and likability have positive but statistically insignificant coefficients, while similarity has a negative and statistically insignificant coefficient. Familiarity is the only construct with a positive and statistically significant relationship with purchase intention. The findings suggest that, in this sample, respondents' sense of familiarity with an influencer is more closely associated with their intention to purchase than the other attributes examined. Future studies could include additional factors, such as product price, consumer reviews, and the quality of interaction between influencers and followers, to develop a broader explanation of purchase intention. For practitioners, the results suggest that influencer selection should consider the extent to which the intended audience recognizes and regularly encounters the creator, while campaign planning should support sustained and consistent communication. These implications should be considered within the limits of the study's population and research design.

REFERENCES

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes, 50*(2), 179–211. https://doi.org/10.1016/0749-5978(91)90020-T

Barusman, A. R. P., Nurdiawansyah, Warganegara, T. L. P., & Mega, S. A. (2020b). Influence of company characteristics on carbon disclosure emissions on manufacturing companies in Indonesia. *International Journal of Advanced Science and Technology, 29*(6), 1423–1431. https://sersc.org/journals/index.php/IJAST/article/view/11874

Barusman, A. R. P., Yuliana, Miniawati, T., & Mirfazli, E. (2020a). Analysis of implementation cost plus pricing method in the decision on the determination of product sales prices. *International Journal of Advanced Science and Technology, 29*(6), 1832–1838. https://sersc.org/journals/index.php/IJAST/article/view/12883

Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research, 117*, 510–519. https://doi.org/10.1016/j.jbusres.2018.07.005

Chin, P. N., Isa, S. M., & Alodin, Y. (2020). The impact of endorser and brand credibility on consumers' purchase intention: The mediating effect of attitude towards brand and brand credibility. *Journal of Marketing Communications, 26*(8), 896–912. https://doi.org/10.1080/13527266.2019.1604561

De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising, 36*(5), 798–828. https://doi.org/10.1080/02650487.2017.1348035

Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior, 68*, 1–7. https://doi.org/10.1016/j.chb.2016.11.009

Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research, 28*(3), 307–319. https://doi.org/10.1177/002224379102800305

Erdogan, B. Z. (1999). Celebrity endorsement: A literature review. *Journal of Marketing Management, 15*(4), 291–314.

Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior, 61*, 47–55. https://doi.org/10.1016/j.chb.2016.03.003

Freeman, K. S., & Chen, C. C. (2015). Wither the impact of celebrity endorsement. *Online Journal of Communication and Media Technologies, 5*(Special Issue), 213–237.

Gusniar, A. (2022). Pengaruh attractiveness, trustworthiness, dan expertise beauty vlogger terhadap minat beli produk kecantikan di YouTube (Studi pada mahasiswi di tiga universitas Yogyakarta). *EXERO: Journal of Research in Business and Economics, 3*(2), 187–210.

Hajli, N. (2015). Social commerce constructs and consumer's intention to buy. *International Journal of Information Management, 35*(2), 183–191. https://doi.org/10.1016/j.ijinfomgt.2014.12.005

Ki, C.-W. C., Cuevas, L. M., Chong, S. M., & Lim, H. (2020). Influencer marketing: Social media influencers as human brands attaching to followers and yielding positive marketing results by fulfilling needs. *Journal of Retailing and Consumer Services, 55*, 102133. https://doi.org/10.1016/j.jretconser.2020.102133

Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (17th ed.). Pearson.

Loeper, A., Steiner, J., & Stewart, C. (2014). Influential opinion leaders. *The Economic Journal, 124*(581), 1147–1167.

Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising, 19*(1), 58–73. https://doi.org/10.1080/15252019.2018.1533501

Ohanian, R. (1990). Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness. *Journal of Advertising, 19*(3), 39–52. https://doi.org/10.1080/00913367.1990.10673191

91

Pornpitakpan, C. (2004). The persuasiveness of source credibility: A critical review of five decades' evidence. *Journal of Applied Social Psychology, 34*(2), 243–281.

Pulles, N. J., & Hartman, P. (2017). Likeability and its effect on outcomes of interpersonal interaction. *Industrial Marketing Management, 66*, 56–63.

Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. influencer endorsements in advertising: The role of identification, credibility, and product-endorser fit. *International Journal of Advertising, 39*(2), 258–281. https://doi.org/10.1080/02650487.2019.1634898

Seiler, R., & Kucza, G. (2017). Source credibility model, source attractiveness model and match-up-hypothesis—An integrated model. *Journal of International Scientific Publications, 11*, 1–15.

Siregar, L. F. (2022). Menerapkan proses keterampilan dalam pembelajaran IPA di MI/SD. *Jurnal Pendidikan dan Konseling, 4*(3), 1349–1358.

Sohn, J. W., & Kim, J. K. (2020). Factors that influence purchase intentions in social commerce. *Technology in Society, 63*, 101365. https://doi.org/10.1016/j.techsoc.2020.101365

Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services, 53*, 101742. https://doi.org/10.1016/j.jretconser.2019.01.011

Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues & Research in Advertising, 26*(2), 53–66. https://doi.org/10.1080/10641734.2004.10505164

Sugiyono. (2022). *Metode penelitian kuantitatif, kualitatif, dan R&D* (2nd ed.). Alfabeta.

Supriyanto, A., Jayanti, T., Hikmawan, M. A., Zulfa, F. N., & Fanzelina, A. S. (2023). The influence of perceived credibility, trustworthiness, perceived expertise, likeability, similarity, familiarity, and attractiveness on purchase intention: A study on halal bakery products in Kudus Regency. *NIZAM: International Journal of Islamic Studies, 1*(1), 29–45. https://journal.csspublishing.com/index.php/nizam/article/view/342

Trivedi, J., & Sama, R. (2020). The effect of influencer marketing on consumers' brand admiration and online purchase intentions: An emerging market perspective. *Journal of Internet Commerce, 19*(1), 103–124. https://doi.org/10.1080/15332861.2019.1700741

Wiedmann, K.-P., & von Mettenheim, W. (2021). Attractiveness, trustworthiness and expertise — Social influencers' winning formula? *Journal of Product & Brand Management, 30*(5), 707–725. https://doi.org/10.1108/JPBM-06-2019-2442